AMENDMENTS TO THE CLAIMS

1.   (Previously Presented) A computer system configured to integrate advertising
within user-requested Web content, comprising:

an advertisement server that hosts advertisements in a text-based format, the advertisement
server comprising:

means for selecting a plurality of aggregated advertisements having a format and

size compatible with the user-requested Web content when the user-requested Web

content is converted to an audio format for insertion within the user-requested Web

content in response to a request for Web content, wherein the means for selecting the

plurality of aggregated advertisements having a format and size compatible with user-

requested Web content comprises means for retrieving the plurality of aggregated

advertisements having a predetermined time length when delivered in an audio format;

a text-to-speech transcoder, comprising:

means for converting Web content from a text-based format to an audio format

content prior to streaming the audio format content to a user client device; and

means for serving Web content in an audio format to the user client device via a

telephone link with the user client device; and

a Web server that hosts Web content in a text-based format, comprising:

means, responsive to a user request via the client device for Web content, for

retrieving an advertisement from the advertisement server, in response to the subject

matter of the Web content;

means for inserting the retrieved advertisements within the user requested Web

content; and

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means for forwarding the user requested Web content and advertisement to the

text-to- speech transcoder for conversion to an audio format and subsequent delivery to

the user client device.

2.   (Canceled)

3.   (Canceled)

4.   (Canceled)

5.   (Original) The computer system of claim 1, wherein the text-based format comprises voice extensible markup language (VXML) format.

6.   (Original) The computer system of claim 1, wherein the advertisement server further comprises means for storing information associated with serving an advertisement to a user.

7.   (Original) The computer system of claim 1, wherein the advertisement server further comprises means for determining if a user listened to an advertisement in its entirety.

8.   (Original) The computer system of claim 1, wherein the advertisement server further comprises means for determining how many times a user listened to an advertisement.

9.   (Previously Presented)   A computer system configured to integrate interactive advertising within user-requested Web content, the computer system comprising:

an advertisement server that hosts advertisements in a text-based format, wherein the advertisements are interactive when converted to an audio format comprising:

means for selecting a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web

content is converted to an audio format for insertion within the user-requested Web content in response to a request for Web content, wherein the means for selecting the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises means for retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

means for storing information associated with user interaction with an advertisement;

a text-to-speech transcoder, comprising:

minor matter of form with respect to means for serving Web content in an audio format to the ~~a~~ user client device via a telephone link with the user client device;

means for notifying the advertisement server of user interaction with an advertisement;

means for retrieving additional information associated with the advertisement in response to user interaction with the advertisement, wherein the user interaction comprises recognizing a key pressed on a keypad or one or more key words spoken by a user during delivery of an advertisement;

means for delivering the additional information to the user client device in an audio format; and

a Web server that hosts Web content in a text-based format, comprising:

means, responsive to a user request via the client device for Web content, for retrieving an advertisement from the advertisement server in response to the subject matter of the Web content;

means for inserting the retrieved advertisement within the user requested Web content; and

means for forwarding the user requested Web content and advertisement to the text-to-speech transcoder for conversion to an audio format and subsequent delivery to the user client device.

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10.   (Canceled)

11.   (Previously Presented) The computer system of claim 9, wherein the text-to-speech transcoder further comprises:

means for redirecting the user client device to additional audio content associated with the advertisement in response to recognition of one or more key words spoken or pressing of a key on a keypad by the user.

12.   (Original) The computer system of claim 9, wherein the means for retrieving additional information associated with an advertisement in response to user interaction with the advertisement comprises means for retrieving additional information from the advertisement server.

13.   (Canceled)

14.   (Canceled)

15.   (Canceled)

16.   (Original) The computer system of claim 9, wherein the text-based format comprises voice extensible markup language (VXML) format.

17.   (Canceled)

18.   (Original) The computer system of claim 9, wherein the advertisement server further comprises means for determining if a user listened to an advertisement in its entirety.

19.   (Original) The computer system of claim 9, wherein the advertisement server further comprises means for determining how many times a user listened to an advertisement.

20.   (Previously Presented) A system for integrating advertising within user-requested Web content, the system comprising:

a server accessible by a user client device via a telephone link, wherein the server performs a method comprising:

retrieving a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format-from an advertisement server in response to the subject matter of the Web content and in response to a user request for Web content received by a Web server from a client device, wherein the Web content and advertisement have a text-based format, wherein retrieving the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

inserting the retrieved advertisement within the user requested Web content;

forwarding the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format prior to streaming the audio format content to the user client device;

converting the Web content and advertisement from a text-based format to an audio format; and

serving the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device.

21.   (Canceled)

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22.   (Canceled)

23.   (Previously Presented) The system of claim 20, wherein the text-based format comprises voice extensible markup language (VXML) format.

24.   (Previously Presented) The system of claim 20, further comprising storing information associated with serving the advertisement to the user.

25.   (Previously Presented) The system of claim 20, further comprising determining if a user listened to the advertisement in its entirety.

26.   (Previously Presented) The system of claim 20, further comprising determining how many times the user listened to the advertisement.

27.   (Previously Presented) A system for ~~of~~ integrating interactive advertising within user-requested Web content, the system comprising:

a plurality of servers accessible by a user client device via a telephone link, wherein the servers perform a method comprising:

retrieving a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format from an advertisement server in response to a user request for Web content received by a Web server from a client device and in response to the subject matter of the Web content, wherein the Web content and advertisement have a text-based format, and wherein the advertisement is configured to be interactive when converted to an audio format, wherein retrieving the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

inserting the retrieved advertisement within the user requested Web content;

forwarding the user requested Web content and advertisement to a text-to-speech transcoder
for conversion to an audio format prior to streaming the audio format content to the
user client device;

converting the Web content and advertisement from a text-based format to an audio format;

serving the Web content and advertisement in an audio format to the user client device via a
telephone link with the user client device;

storing information associated with user interaction with an advertisement;

notifying the advertisement server of user interaction with the advertisement.

retrieving additional information associated with the advertisement in response to
user interaction with the advertisement wherein the user interaction comprises
recognizing a key pressed on a keypad or one or more key words spoken by a user
during delivery of an advertisement; and

delivering the additional information to the user client device in an audio format.

28.   (Canceled)

29.   (Previously Presented) The system of claim 27, further comprising:

redirecting the user client device to additional Web content associated with the
advertisement in response to recognition of one or more key words spoken or pressing of a key on a
keypad by the user.

30.   (Previously Presented)   The system   of claim 27, wherein retrieving additional
information associated with the advertisement in response to user interaction with the advertisement
comprises retrieving additional information from the advertisement server.

31.   (Canceled)

32.   (Canceled)

33.   (Canceled)

34.   (Previously Presented)   The system   of claim 27, wherein the text-based format comprises voice extensible markup language (VXML) format.

35.   (Previously Presented)   The system   of claim 27, further comprising storing information associated with serving the advertisement to the user.

36.   (Canceled)

37.   (Previously Presented) The system of claim 27, further comprising determining if a user listened to the advertisement in its entirety.

38.   (Previously Presented) The system of claim 27, further comprising determining how many times the user listened to the advertisement.

39.   (Previously Presented)   A computer program product that integrates advertising within user-requested Web content, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

        computer readable program code that is configured to retrieve a plurality of aggregated

                advertisements having a format and size compatible with the user-requested Web

                content when the user-requested Web content is converted to an audio format from

                an advertisement server in response to a user request for Web content received by a

                Web server from a client device and in response to the subject matter of the Web

                content, wherein the Web content and advertisement have a text-based format,

wherein the computer readable program code that is configured to retrieve the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises computer readable program code that is configured to retrieve the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

computer readable program code that is configured to insert the retrieved advertisement within the user requested Web content;

computer readable program code that is configured to forward the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format prior to streaming the audio format content to the user client device;

computer readable program code that is configured to convert the Web content and advertisement from a text-based format to an audio format; and

computer readable program code that is configured to serve the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device.

40.   (Canceled)

41.   (Canceled)

42.   (Original)   The computer program product of claim 39, wherein the text-based format comprises voice extensible markup language (VXML) format.

43.   (Original) The computer program product of claim 39, further comprising computer readable program code that is configured to store information associated with serving the advertisement to the user.

44.   (Original) The computer program product of claim 39, further comprising computer readable program code that is configured to determine if a user listened to the advertisement in its entirety.

45.   (Original) The computer program product of claim 39, further comprising computer readable program code that is configured to determine how many times the user listened to the advertisement.

46.   (Previously Presented)   A computer program product that integrates interactive advertising within user-requested Web content, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

> computer readable program code that is configured to retrieve a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the Web content is converted to an audio format from an advertisement server in response to a user request for Web content received by a Web server from a client device and in response to the subject matter of the Web content, wherein the Web content and advertisement have a text-based format, and wherein the advertisement is configured to be interactive when converted to an audio format, wherein the computer program code that is configured to retrieve the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises computer readable storage program code that is configured to retrieve the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

> computer readable program code that is configured to insert the retrieved advertisement within the user requested Web content prior to streaming the audio format content to the user client device;

computer readable program code that is configured to forward the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format;

computer readable program code that is configured to convert the Web content and advertisement from a text-based format to an audio format;

computer readable program code that is configured to serve the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device;

computer readable program code that is configured to store information associated with user interaction with an advertisement;

computer readable program code that is configured to notify the advertisement server of user interaction with the advertisement;

computer readable program code that is configured to retrieve additional information associated with an advertisement in response to user interaction with the advertisement, wherein the user interaction comprises recognizing a key pressed on a keypad or one or more key words spoken by a user during delivery of an advertisement; and

computer readable program code that is configured to deliver the additional information to the user client device in an audio format.

47.   (Canceled)

48.   (Previously Presented)   The computer program product of claim 46, further comprising:

computer readable program code that is configured to redirect the user client device to additional Web content associated with the advertisement in response to recognition of one or more key words spoken or pressing of a key on a keypad by the user.

49. (Original) The computer program product of claim 46, wherein the computer readable program code that is configured to retrieve additional information associated with the advertisement in response to user interaction with the advertisement comprises computer readable program code that is configured to retrieves additional information from the advertisement server.

50. (Canceled)

51. (Canceled)

52. (Currently Amended) The computer program product of claim 5146, wherein the text-based format comprises voice extensible markup language (VXML) format.

53. (Original) The computer program product of claim 46, further comprising computer readable program code that is configured to store information associated with serving the advertisement to the user.

54. (Canceled)

55. (Original) The computer program product of claim 46, further comprising computer readable program code that is configured to determine if a user listened to the advertisement in its entirety.

56. (Original) The computer program product of claim 46, further comprising computer readable program code that is configured to determine how many times the user listened to the advertisement.

57. (Previously Presented) An advertising server that integrates interactive advertising within user-requested Web content , the advertising server comprising:

means for selecting a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format for insertion within Web content, in response to the subject matter of the Web content, requested by a user via a client device in communication with a Web server, wherein the advertisement has a text-based format and is configured to be interactive when converted to an audio format, wherein the means for selecting the plurality of aggregated advertisements having a format and size compatible with the user-requested Web content comprises means for retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

means for forwarding the selected advertisement to the Web server for insertion within the Web content requested by the user;

means for receiving notification from a text-to-speech transcoder that the selected advertisement has been delivered to the user client device in an audio format;

means for storing information associated with delivery of the advertisement to the user client device. ; and

means for storing information associated with user interaction with the advertisement.

58.   (Canceled)

59.   (Original)   The advertisement server of claim 57, further comprising means for providing additional information associated with the advertisement to the user client device in response to user interaction with the advertisement.

60.   (Canceled)

61.   (Canceled)

62.   (Original)   The advertisement server of claim 57, wherein the text-based format comprises voice extensible markup language (VXML) format.